Abstract

The popularity and usage of social networking sites (SNS) are constantly on the rise, mainly among adolescents. Nowadays kids and adolescents probably don´t even remember the world without the internet and smartphones. This fact has an impact on their development, mostly during adolescence. The main task during adolescence, mainly during late adolescence, is identity achievement. This process is realized through identity experiments, self-presentation, getting feedback from others, and the peer-socialization. The environment of social media is ideal for all these processes. Thus, my thesis aims to find answers to questions considering the impact of SNS in process of identity formation. To complete the aim of my work I´ve chosen the concept of identity and its status proposed by James Marcia and I investigated the SNS behavior via the process of self-presentation and its relatedness to the statuses of identity. In the theoretical part, I am focusing on the complex term of identity, possible definitions of identity, and on key developmental tasks with a focus on identity development and its predictors. I focus on the definitions of SNS, its up-to-date popularity among adolescents, and the characteristics of the most used SNS. The last chapter is dedicated to the relationship between online and offline identity and affordances as a new approach for researching the SNS and its users. The research part of my thesis has a quantitative questionnaire study and combines a variety of statistical analyses of the data. In the research, I focus on the relationship between identity status according to the concept of James Marcia (1966) and the way of self-presentation on SNS. The results of my thesis are, in some aspects, corresponding to up to date research from this field. The results can contribute to a better understanding of the possible impact of SNS on the development of adolescents. Although SNS is part of the everyday life of adolescents, there is still not enough research on this topic. The main disadvantage is the dynamics of the constant's development of the SNS and their popularity.